



Euromonitor
International

Health and Wellness in Mexico

August 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Mexico

KEY DATA FINDINGS

2023 DEVELOPMENTS

- No caffeine hot drinks record the strongest sales as consumers reduce caffeine to support health
- The natural claim rises as consumers become wary of artificial ingredients
- Weight management and no fat hot drinks benefit from government legislations

PROSPECTS AND OPPORTUNITIES

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- Government legislations support sales of weight management soft drinks
- Natural soft drinks' strong performance is linked to rising concerns surrounding artificial ingredients
- Consumers reach for functional and fortified options as a convenient way to improve health

PROSPECTS AND OPPORTUNITIES

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